Automotive News

NOVEMBER 18, 1991

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late news

Chrysler ends Alfa venture

NEW YORK — As expected, Chrysler Corp. has dropped out of its 50-50 joint venture with Fiat Auto S.p.A. in Alfa Romeo Distributors of North America.

Fiat now owns 100 percent of the Orlando, Fla.-based company, which distributes the 164 sports sedan and Spider through about 200 U.S. dealers.

The parent company announced Friday that it had appointed Vittorio Veilano as president and chief executive officer of Alfa Romeo Distributors. Fiat owns Alfa in Italy.

The joint venture was formed in February 1989. Its 1991 sales were 3,125 through October. Though that's an improvement from 1990 levels, volume has been a fraction of what Fiat and Chrysler had hoped.

"As far as Fiat is concerned, the important thing is that Alfa is fully

see LATE NEWS, 2

Big 3 have major role in health care debate

Makers seek relief from massive costs

KATHY JACKSON
Staff Reporter

The domestic automobile industry, saddled with a huge competitive disadvantage as a result of its out-of-control health care costs, will be in the center of the battle as national health care coverage becomes a dominant political issue in Washington.

"It will be the No. 1 domestic issue next year in the presidential election," said Jack Shelton, director of corporate and employee insurance for Ford Motor Co. "The administration will be forced to come out of the closet, and that means it's important for companies like Ford to be involved in the process."

Shelton said Ford supports an approach known as pay-or-play. "The company can play — continue to pay as it does now — or pay — go into a public plan and pay a tax" to the government, he said.

Last week, Chrysler Corp. joined industry and union groups in backing a pay-or-play proposal by the National Leadership Coalition for Health Care Reform.

Under the coalition's proposal, employers would be required either to provide health care benefits for employees or pay into a national health plan that would cover their workers.

Ford did not sign the report even though Ford was a founding member of the coalition and supports pay-or-play.

"We have not completed our review of health care reform options," a Ford spokesman said.

Chrysler Vice Chairman Robert S. Miller said lack of a national health care policy hurts Chrysler's competitiveness.

General Motors spokesman John Maciarz said GM supports national health care reform but has not taken a position on any particular proposal.

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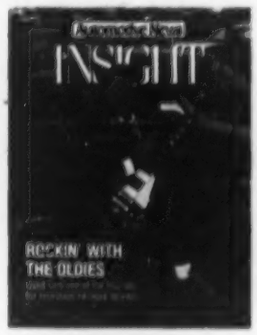

Used cars top the charts

Customers still need transportation, so sales of used cars soar while new-car sales sink. How dealers are using that trend to survive the recession is in *Automotive News Insight*, which follows Page 24.

GM's brands plan unified assault on California

RAYMOND SERAFIN
and CLEVELAND HORTON
Crain News Service

General Motors has quietly formed a task force for a stepped-up marketing assault on the California market.

The committee includes GM corporate officials and representatives from the company's six vehicle-selling divisions. There have been three meetings since May, with as many as 50 participants.

GM officials refused comment on the program that involves rare collaboration among marketing divisions. But sources familiar with the project describe it as a multi-disciplined approach covering everything from advertising to inventory control. The goal is to identify 10 basic marketing and sales strategies common to all GM divisions. Each division can then devise its own strategy and budget. These budgets will include recommendations for corporate advertising funds to be spent in California.

One aspect involves Chevrolet, Pontiac, Buick, Oldsmobile, Cadil-

see GM, 42

JOE WILSSENS/AUTOMOTIVE NEWS

Ken Anderson, left, Ron Mattice and Jon Birch, hourly workers at Chrysler Corp.'s new Jefferson North Assembly Plant in Detroit, assemble a pre-production version of the Jeep Grand Cherokee.

New Jeep may be shared with Dodge

If Grand Cherokee sales sputter, clone ready for '94 intro

MARY CONNELLY
Staff Reporter

Chrysler Corp.'s Jeep Grand Cherokee is a vehicle with a mission.

And Jeep-Eagle dealers have their own mission: Sell out the $1 billion Grand Cherokee plant, or risk seeing a version of the new Jeep given to Dodge as early as the 1994 model year.

Job 1 for the four-door Grand Cherokee comes in just seven weeks. Then the vehicle must take on the dominant Ford Explorer in the four-door compact sport-utility market.

As a symbol of Chrysler's hoped-for renaissance in products, the Grand Cherokee has to deliver on quality without a misstep.

And the Grand Cherokee must make money. Healthy profits are needed to justify the investment in the new plant. Chrysler's product spending budget is thirsting for a cash infusion from sales of the Grand Cherokee.

Dealers: Copy Explorer prices ➤ 42

But do the 1,557 Jeep dealers have the capacity to accomplish the mission?

"Have we got a big job to do? You bet. Can we do it? We think we've got a shot at it," says Gary Gray, chairman of the Jeep-Eagle National Dealer Council.

If Jeep can't sell out the new plant, Chrysler is prepared to give a version of the Grand Cherokee to Dodge. The company already has developed a Dodge prototype.

Chrysler executives worry that

see JEEP, 42

Importers revising power structure

Independents used as role models

JIM HENRY
Staff Reporter

NEW YORK — A virtual dinosaur of American auto retailing — the independent distributor — is coming back from near-extinction in hybrid form.

Over the decades, auto importers have bought out — in sometimes bloody skirmishes — all but five of the dozens of independent distributors that once helped blanket America with foreign cars. Now, in a switch, some importers are trying to revive the best attributes of the independent distributor by sending power back to the regions.

The buyouts of the independent distributors have given importers the kinds of things any established sales operation wants: control over pricing, rebates, warranty claims, image, dealer appointments and allocation.

Along the way, the importers have also swept away some powerful independent entrepreneurs who sometimes had as much clout as headquarters itself.

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HANS G. LEHMANN/HIDDEN IMAGE

Wagon ready

A prototype of the Toyota Camry wagon was caught undergoing testing in the United States. Like the new Camry sedan, the wagon shares the same platform as the Lexus ES300. Production is scheduled to begin next March in Georgetown, Ky. Toyota is planning on 55,000 units a year, including right-drive and left-drive exports. This test car shows a more traditional style roofline, lacking the aerodynamic flair of its main competitor in the mid-sized wagon segment, the Ford Taurus.

latenews

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committed to stay in the United States," said Fiat spokesman Gualberto Ranieri.

Chrysler's departure reduces Chrysler's holdings in the Italian car business to Lamborghini and an 8 percent share of Maserati, which is 49 percent owned by Fiat.

Vellano, who is expected to remain in New York, is also president of Fiat USA, Fiat's New York-based holding company. Fiat's diverse U.S. holdings also include Ferrari North America Inc.

Giovanni Gagliano, who had been treasurer and chief financial officer for Alfa in Orlando, was appointed chief operating officer.

— Jim Henry

GM truck replacements delayed until 1994-96

DETROIT — General Motors will not replace its light trucks that compete with the Ford Ranger, Explorer and Econoline/Club Wagon until 1994, 1995 and 1996, respectively.

Poor economic conditions have led GM to delay introducing its new S/T pickups until model year 1994, and S/T sport-utilities until model year 1995, GM sources said.

The full-sized G-van, a program which had been floating on the GM product planning charts for several years, now is on the schedule for a 1996 model year debut, sources confirmed.

The S/T pickups are sold by Chevrolet as S10 pickups and by GMC Truck under the Sonoma nameplate. The sport-utilities are sold as Chevy S10 Blazers and by GMC Truck as Jimmys. The full-sized vans are sold as Chevyvans and Chevy Sportvans, and as Rallys and Vanduras by GMC Truck.

The S/T pickups haven't been changed since 1982, while Ford will re-do the Ranger in 1993; the S/T sport-utilities also are unchanged since 1983, while Ford revamped the popular Explorer for 1991; the G-vans are unchanged since 1970, while Ford introduced a new Econoline for 1992.

— Phil Frame

Chrysler on track to slice 3,000 workers

HIGHLAND PARK, Mich. — Chrysler Corp. is on schedule to cut 3,000 people from its white-collar work force by year end. The company said it expected to reach its goal through attrition.

Chrysler declined to specify how short it is of the 3,000 mark. In April, 1,425 salaried employees accepted early retirement and voluntary termination offers as part of the cutback.

— Mary Connelly

Nissan reorganizes marketing department

LOS ANGELES — Nissan Motor Corp. in U.S.A. has reorganized its marketing department to focus separately on sedans, sports cars and trucks.

Jack Collins, 45, will become sedan marketing manager. He had been director of advertising for the Infiniti Division. John Rinek, 45, was appointed manager of sports car marketing. He was advertising manager at Nissan Division. Bill Bivens, 50, goes from Nissan merchandising manager to truck/utility vehicle marketing manager.

The three will oversee advertising, pricing, promotions, incentives, merchandising and product positioning activities for their areas. Nissan made the move to integrate its marketing efforts and give each brand "a champion" at the national level, according to Tom Orbe, general manager of Nissan's office of resource allocation planning.

It will also help the company interface with its seven regions which are being restructured. (See story on Page 28.)

— Kristine Stiven Breese

Honda to bolster U.S. engineering staff

TOKYO - Honda Motor Co. says it will expand its U.S. engineering staff by mid-decade to facilitate increased product co-development with North American suppliers and new derivative models designed specifically for the American market.

A Honda official said that by the mid-1990s, the company will increase personnel at Honda R&D North America Inc. facilities in Ohio and California to 500 from the current 360.

A spokesman said increased staffing is "basically for getting more U.S. suppliers involved with our design-in process. We want to move further than the other (Japanese) companies, which are still relying on Japanese r&d functions for design-in."

The increased U.S. engineering staff also is expected to spin off new North American product derivatives like the Ohio-built Accord wagon that was designed and developed in the United States and is produced only in Ohio.

— Richard Johnson

Saab posts $383 million loss for three quarters

FRANKFURT— Saab Automobile AB, the Swedish carmaker that is 50 percent owned by General Motors, said Friday that it slightly narrowed its loss for the first three quarters of 1991 to 2.28 billion kronor (about $383.2 million) from the equivalent of $397.5 million a year earlier.

Revenue fell 6 percent in the period, to 10.45 billion kronor ($1.75 billion), Saab said.

The company attributed the loss to continuing high production costs and to severe sales declines in its four biggest markets: the United States, Sweden, Finland and Great Britain.

— Diana T. Kurylko

VW's new van suitable for wheelchair lifts

AUBURN HILLS, Mich. — Volkswagen's new EuroVan, slated to debut in the United States next spring as a 1993 model, can accommodate wheelchairs, a Volkswagen United States official said last week.

Skip Redman, commercial and recreational products group manager for Volkswagen United States, said the EuroVan can accommodate most vehicle lifts without vehicle modification.

briefly

NSX gets rain on its parade

Last fall, dealers were clamoring for more **Acura** NSX sports cars and consumers were paying up to $40,000 above the $60,000 sticker. This year, demand has softened and dealers have traded NSXs with other dealers and brokers. Now, the last 150 of the 1991 models are being treated at two U.S. ports for acid rain damage. Acura says it is fixing several a day. Acura has extended the paint warranty on these cars from three years/36,000 miles to five years/50,000 miles.

LEAN TEAM — The **Dodge** Viper has something in common with McDonald's McLean Deluxe burger. Both are named Products of the Year in the Dec. 2 issue of *Fortune*. Viper wins not because it is snazzy. The kudos go to Viper because **Chrysler Corp.** produced the car in 36 months — just like the Japanese. And the $50,000 Viper was brought to market by an 85-person development team and only a $70 million investment. The Viper is the only vehicle singled out in the list of products.

WHO'S NEXT? — Thomas Gibson, president of **Subaru of America,** jokingly told the International Motor Press Association in New York that the ad agency for **Ford Division** better watch out. "I'm your speaker today, and I just went through an ad agency review. Your October speaker was from **Mercedes-Benz,** and they announced yesterday they're reviewing their account. I just heard your next month's speaker is from Ford. That has struck terror in the hearts of J. Walter Thompson."

Gibson: notices a trend

GETTING NAILED — In conversation at the same luncheon, Gibson said he feels the U.S. government is going out of its way to pick on Japanese sales leader **Toyota Motor Sales U.S.A.,** which is the subject of inquiries into alleged minivan dumping, avoiding import quotas and a host of other accusations. "I think they're targeting Toyota," Gibson said. "Which is not to say I'm volunteering Subaru to take the heat." Toyota's situation fulfills a Japanese proverb that says, "The nail that sticks up gets hit." It's sort of the opposite of "the squeaky wheel gets the grease."

FORD HELPS TOO — A sagging economy and poor car sales can't deter **Ford Motor Co.** from doing its civic duty. Ford and its dealers in the San Francisco Bay Area are offering assistance to victims of the recent fire in Oakland and Berkeley, Calif. Assistance includes donation of trucks and vans for use by community organizations in clean up activities, special reduced prices on all Ford and Lincoln-Mercury vehicles with six months' free interest, and a $50,000 donation to the Bay Area Chapter of the American Red Cross to assist in future disaster relief efforts.

PROCRASTINATED PROGNOSIS — So when will this recession finally end? We received a postcard last week from an economic development agency in Michigan. It said: " 'The Automotive Recovery?: A Seminar for Automotive Suppliers,' scheduled for Thursday, Nov. 14, 1991, has been POSTPONED *UNTIL FURTHER NOTICE!*"

Rover to switch to 'build to order'

Buyers would get cars within 2 days

VAUGHAN FREEMAN
Special Correspondent

LONDON — Britain's Rover Group said last week that it is adopting a "build-to-order" sales and production system that will deliver new cars from the production line to the buyer within 48 hours of ordering.

The system, which Rover said will be fully in place within three years, is expected to save millions of dollars a year by eliminating expensive factory and dealer inventories.

The plan is part of a massive shake-up of Rover's entire production and distribution system. Chairman George Simpson has ordered a 30 percent gain in productivity in those areas by 1994.

Rover, the last British-owned volume carmaker, sold 300,000 cars in its home market last year through about 720 dealers.

"The new system will signal a significant change for the better for the dealer, who will save on storage costs" and the interest cost of carrying inventory, said John Parkinson, Rover sales director.

Rover said the changeover will begin this month with the debut of its all-new, flagship 800 series.

Henceforth, dealers will stock only demonstrators while production is shipped to a main storage area in central England. Dealers will then place purchase orders to the central pool, which will stock only "core" models of the 800 — those known to represent 90 percent of sales.

Delivery will be made from the pool within four days of ordering, Rover said. Special orders — cars not in inventory — will require eight weeks for delivery.

But Rover said it will "drastically" reduce those lead times for the 800 next year, when the system will be extended to the entire range. By 1994 the change to a 48-hour "build-to-order" will be completed, the company said.

"The goal is for the customer to walk in, order a car, have it built precisely to his or her wishes, and drive it out of the showroom 48 hours later," said Kevin Morley, Rover managing director.

Rover, which is 20 percent owned by Honda Motor Co., has moved aggressively in recent months to adopt Japanese-style "lean" manufacturing principles. Simpson has dispatched teams of his managers to Japanese car plants worldwide — and to food-processing plants — to study production methods. AN

Blast from the past

The El Camino, a cross between a car and a pickup truck, returns as a concept vehicle at January's 1992 North American International Auto Show in Detroit. The vehicle is based on the Chevrolet Lumina Z34. Also planned for the show is a convertible concept based on the 1992 Cadillac Eldorado. Both were designed by ASC Inc. in Southgate, Mich.

Sales of U.S. cars lowest since 1958

JIM HENRY
Staff Reporter

NEW YORK — The industry sales rate fell 12.2 percent in the first 10 days of November, and sales of U.S.-built cars were the lowest for the period since 1958.

The numbers "are not the stuff of which recoveries are made," said Tom Webb, chief economist for the National Automobile Dealers Association.

Inventories increase > 44

In a further sign of sluggishness, total inventory of cars and light trucks swelled to a 75-day supply on Nov. 1, from 58 days a month earlier.

The daily selling rate for cars was 13.0 percent behind last year. Light trucks were off 10.7 percent.

U.S. dealers sold 231,633 cars and trucks during eight selling days in the 1991 period. They sold 296,801 in a relatively strong nine-day period last year. Year-to-year percentage comparisons for the 10-day period have been adjusted on a daily-selling rate basis in this story, unless otherwise noted.

The 116,901 domestic cars sold was the lowest total for early November since 1958, when 93,919 were sold.

Chrysler's light-truck sales rose nearly 16 percent in early November, but car sales dropped more than 20 percent. *Automotive News* estimates 10-day sales for Chrysler and for most imports.

Jeep sales crept up 3.0 percent for the 10 days. But Chrysler said that unless demand picks up, it plans to lay off 620 workers in January at its Toledo, Ohio, plant, which makes the Jeep Cherokee. Export demand for Cherokee has helped keep the plant going, but as of Nov. 1 Jeep reported a 105-day supply of Cherokees and at least a 100-day stock of its other models.

Ten-day sales declined 12.9 percent at General Motors, with trucks down more than cars.

One exception was Cadillac, which has introduced redesigned Eldorado and Seville models for 1992. Early-November sales rose 29.4 percent.

Cadillac was down 19.6 percent through October.

Elsewhere at GM, the supply of Chevrolet pickups mushroomed from 46 days on Oct. 1 to 110 days Nov. 1, following a model-year-end sales race with Ford that briefly depleted stocks.

Similarly, Ford pickups jumped from a 32-day supply a month earlier to 96 days.

Ford Motor Co.'s 10-day sales were off 16.7 percent, the worst year-to-year comparison of the Big 3. Ford's cars were down more than its trucks.

Sales for American Honda Motor Co. Inc. dipped 23.6 percent, despite a 17.3 percent rise at Acura. Honda cars fell 29.7 percent.

Sales declined 16.0 percent for Toyota Motor Sales U.S.A. Inc., despite a 2.1 percent increase for Lexus. Toyota continues to have what looks like a "just-in-time" supply of cars, at 26 days as of Nov. 1, down from 31 days a month earlier. AN

10-DAY CAR AND TRUCK SALES, BY MAKE

	Nov. 1-10, 1991	Nov. 1-10, 1990
ALFA ROMEO (imp. car)*	47	60
Acura (imp. car)	2,523	2,429
Domestic car	6,983	9,609
Imported car	3,207	6,697
Honda	10,190	16,306
AMERICAN HONDA	12,713	18,726
ASTON MARTIN (imp. car)*	1	1
BMW (imp. car)*	969	955
Domestic car*	2,862	3,329
Imported car*	0	37
Domestic truck*	75	35
Chrysler Division*	2,937	3,401
Domestic car*	5,530	8,926
Imported car*	596	709
Domestic truck*	8,505	7,941
Imported truck*	109	246
Dodge*	14,739	17,823
Domestic car*	1,282	1,076
Imported car*	230	127
Eagle*	1,512	1,203
Domestic truck*	3,285	3,587
Jeep*	3,285	3,587
Domestic car*	3,276	5,542
Imported car*	329	482
Domestic truck*	3,135	2,995
Plymouth*	6,740	9,019
Domestic car*	12,950	18,873
Imported car*	1,154	1,355
Domestic truck*	15,000	14,558
Imported truck*	109	246
CHRYSLER CORP.*	29,213	35,033
Imported car*	101	168
Imported truck*	39	54
DAIHATSU*	140	222
FERRARI (imp. car)*	15	18
Domestic car	21,744	31,310
Imported car	1,264	995
Domestic truck	24,439	31,463
Ford Division	47,447	63,768
Domestic car	4,104	6,469
Lincoln	4,104	6,469
Domestic car	5,871	7,859
Imported car	1,763	1,865
Mercury	7,634	9,724
Domestic car	31,719	45,638
Imported car	3,027	2,850
Domestic truck	24,439	31,463
FORD MOTOR CO.	59,185	79,951
Domestic car	9,861	11,760
Buick	9,861	11,760
Domestic car	6,817	5,929
Cadillac	6,817	5,929
Domestic car	21,325	27,787
Imported car	965	1,997
Domestic truck	19,858	29,334
Imported truck	57	51
Chevrolet	42,205	59,169
GMC	5,363	7,298
Domestic car	8,192	10,980
Domestic truck	894	504
Oldsmobile	9,086	11,484
Domestic car	8,546	12,439
Imported car	320	433
Domestic truck	459	566
Pontiac	9,325	13,438
Domestic car	1,767	0
Saturn	1,767	0
Domestic car	56,508	68,895
Imported car	1,285	2,430
Domestic truck	26,574	37,694
Imported truck	57	51
GENERAL MOTORS	84,424	109,070
HYUNDAI*†	1,749	2,049
Imported car*	203	217
Domestic truck	760	734
Imported truck*	1,265	1,933
ISUZU*	2,228	2,883
JAGUAR (imp. car)*	185	218
LAMBORGHINI (imp. car)*	3	3
LOTUS (imp. car)*	5	5
MASERATI (imp. car)*	4	4
Domestic car	853	925
Imported car*	2,350	2,275
Domestic truck	193	196
Imported truck*	2,024	1,976
MAZDA*	5,419	5,372
MERCEDES-BENZ (imp. car)*	1,122	1,359
Domestic car	1,597	1,048
Imported car*	2,003	1,360
Imported truck*	525	492
MITSUBISHI*	4,126	2,900
Infiniti	423	550
Domestic car	1,232	2,112
Imported car*	4,577	4,421
Domestic truck	1,343	1,719
Imported truck*	3,038	3,019
Nissan*	10,189	11,271
NISSAN MOTOR CORP.	10,613	11,820
PEUGEOT (imp. car)*	23	62
PORSCHE (imp. car)*	70	121
RANGE ROVER (imp. truck)*	44	63
ROLLS/BENTLEY (imp. car)*	4	10
SAAB (imp. car)*	313	393
STERLING (imp. car)*	21	61
Domestic car	348	347
Imported car*	897	1,427
SUBARU*	1,245	1,774
Imported car	97	124
Imported truck	218	197
SUZUKI†	315	321
Lexus (imp. car)	1,552	1,710
Domestic car	4,711	6,028
Imported car	5,016	6,773
Imported truck	3,499	5,272
Toyota	13,226	18,073
TOYOTA MOTOR SALES	14,778	19,783
Audi (imp. car)*	230	295
Imported car*	1,387	2,050
Imported truck*	53	78
Volkswagen*	1,440	2,128
VWoA*	1,670	2,423
VOLVO*†	928	1,039
YUGO (imp. car)*	61	181
Domestic car	118,981	153,475
Imported car	35,553	43,581
TOTAL CAR	152,453	197,056
Domestic truck	58,309	86,364
Imported truck	18,671	13,381
TOTAL TRUCK	76,188	99,745
TOTAL CAR & TRK	231,633	296,801

*Estimated †Breakdown of North American built and imported car sales not available.
There were 8 selling days in the period this year and 9 last year.

VW wants volunteers for cuts

ARLENA SAWYERS
Staff Reporter

Volkswagen of America Inc. wants some of its employees to resign.

In September, the U.S. subsidiary of Germany's Volkswagen AG announced that it will reduce its staff by 150 employees by March 31, 1992, using attrition and layoffs if necessary. VWoA had 1,745 employees on Aug. 31.

A letter dated Nov. 6 and signed by Guy Mollet, VWoA executive director of human resources, reiterated the company's position that a reduction is necessary. The letter said VWoA "has decided to consider requests from employees who, due to personal and/or other career interests, may wish to apply for voluntary separation."

A spokesman acknowledged that the company is offering "voluntary separation" to employees, but declined further comment, saying the matter was internal.

According to the letter, requests were due Nov. 15. Employees requesting to leave the company will be notified of the company's decision by Nov. 26.

VWoA had 1,729 employees in the United States as of Oct. 31, slightly fewer than the 1,745 it had Aug. 31.

VWoA is responsible for importing and marketing Volkswagen and Audi vehicles in the United States. AN

Seat solicits workers in Nissan's backyard

VAUGHAN FREEMAN
Special Correspondent

LONDON — Seat, the Spanish carmaker, is wooing Nissan Motor Co.'s skilled British workers in a bid to fill some of the 5,000 new jobs it will have when it opens a big new plant in 1993.

Seat, a wholly owned unit of Volkswagen Group, placed a full-page advertisement last week in a newspaper in northeast England where Nissan's Sunderland assembly plant is located.

The ad seeks supervisory-level staff in such fields as production, engineering, quality control and parts development — all hard-to-replace positions that require years of training.

"We are looking for high-caliber, experienced and dynamic persons interested in developing their professional careers in the European automobile sector," the ad read. It offered "comprehensive" salary and relocation packages, and Spanish and German lessons "where necessary."

According to Enrique Zorzano, Seat communications director, the company logged "dozens" of phone calls from potential applicants in Britain within hours of the ad's appearance.

Such international advertising is not uncommon in the European Community, where workers are able to move freely from country to country. But it is believed to be one of the first cases where one company has so closely targeted the work force of another.

Nissan is not amused.

"It is a very hostile approach; very impolite," said Nissan spokesman Hideaki Hirano last week. "We have been very generous to Volkswagen," he said, referring to several visits by VW/Seat executives to the plant.

The Sunderland plant, which employs 3,000, has a Europe-wide reputation for placid labor relations and high standards of quality and productivity. The plant produces 124,000 Primera sedans a year, 90 percent of which are exported. Annual production is scheduled to rise to 224,000 units by 1993, and Nissan expects to add 1,000 workers by then. AN

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Auto News Classifieds Get Results

Strong Galant sales surprise Mitsubishi

LINDSAY CHAPPELL
Staff Reporter

Sales of Galant sedans are surprising Mitsubishi Motor Sales of America Inc.

In October, the company sold 4,453 Galants, compared with 2,367 in October 1990 — twice the rate it forecasted.

The company is now projecting 1992-model sales of 30,000 units, up from the originally planned 22,000 vehicles.

"We don't know just what to make of it," says Rick Lepley, Mitsubishi's vice president of sales. "Our dealers alerted us to it. We're analyzing it now."

True, the Galant carried dealer incentives ranging from $300 to $2,100 through Oct. 31. But the company has another theory. One of the Galant's chief import competitors, the 1992 Toyota Camry, has gotten bigger, just as the Honda Accord did two years ago.

"Everybody's moving up and getting bigger," Lepley says of the competition. "Maybe it's creating a void in the market for a slightly smaller sedan than everybody thinks."

Mitsubishi import car sales were up 47 percent in October, while total Mitsubishi vehicle sales, import and U.S.-built, rose 27.5 percent.

Mitsubishi gained more than 3,200 sales from three imported nameplates it did not offer a year ago: Diamante, Expo and Expo LRV.

Mitsubishi's increasing import sales are running against the trend of car imports in general, which decreased 6.0 percent in October and are off 14.0 percent for the calendar year.

Subaru ads will stress price cuts

ARLENA SAWYERS
Staff Reporter

Subaru of America Inc. kicked off a new "Value-Plus" marketing campaign last weekend, highlighting 1992 Legacy models. The ads will vary by regions.

Fueling the campaign is Subaru's decision to take money earmarked for rebates to pay for additional options, thus reducing the prices of the Legacy L and L Plus sedans and wagons $520 to $1,420 below their 1991 counterparts.

A $500 consumer rebate is built into the price of the 1992 L and L Plus models, but there are no dealer incentives on Legacys. Prices of the 1992 Legacy LS and LSi models rose $675 to $975.

Chris Wackman, vice president of marketing at Subaru, said research shows that consumers are confused about rebates that are changing constantly.

The idea behind the Subaru campaign, said Wackman, is to tell consumers the price of the car and let them know the Legacy is a better value than comparably equipped cars in its segment.

"They feel they're being flimflammed," said Wackman. "If a company touts an incentive, consumers wonder if they're buying too late or too early — two weeks from now the incentive gets better.

"We're saying, 'Listen, we don't have huge advertising dollars and can't compete head-to-head incentive-wise. We're going to throw (incentives) into the price of the car and provide value. We're saying this is the price of the car and the price won't change.' "

The $12,999 price of the 1992 L Plus four-door sedan is $1,420 less than the price of the comparable 1991 model.

The Value-Plus package, which is standard equipment on the L Plus, consists of power windows, power locks, an upgraded stereo system and air conditioning.

Subaru conducted a similar program with the Loyale in the 1991 model year. The car was loaded with air conditioning, a stereo cassette player, power door locks and power windows. The package had been a $1,745 option but added only $300 to the price of the car.

Loyale sales in the 1991 model year rose 69 percent over 1990.

Dealers are receptive to the "Value-Plus" price structure, Wackman said.

"We feel this is the way we should be going," he said. "We felt we had to give it a shot."

The new campaign, created by Wieden & Kennedy of New York, is comparative but not meanspirited, Wackman said.

The campaign is devoted primarily to TV and radio with some newspaper.

IMPORTED CAR SALES, OCTOBER & YTD

	Oct. 1991	Oct. 1990	10 Mos., 1991	10 Mos., 1990
Integra	4,114	7,448	56,708	73,969
Legend	7,697	3,445	54,986	45,610
NSX	86	270	1,763	535
Vigor	1,355	0	9,121	0
ACURA	**13,252**	**11,163**	**122,578**	**120,114**
Milano	1	1	5	43
Spider	65	108	1,226	1,711
164	168	191	1,894	1,163
ALFA ROMEO	**234**	**300**	**3,125**	**2,917**
ASTON MARTIN*	**5**	**5**	**50**	**50**
4000	0	0	0	1
5000	0	0	0	12
80	168	237	1,590	3,955
90	87	265	912	2,965
V8 Quattro	69	129	439	1,551
Coupe Quattro	42	52	275	756
100/200	680	621	6,145	7,756
100/200 Quattro	105	170	830	1,483
AUDI	**1,151**	**1,474**	**10,191**	**18,479**
3 series	3,153	2,135	22,755	24,480
5 series	1,055	1,566	14,142	17,540
635 CSi	2	8	9	237
7 series	457	961	4,570	8,078
850i	95	1	1,355	2
M3	30	52	337	653
M5	53	53	351	344
M6	0	0	0	6
BMW	**4,845**	**4,776**	**43,519**	**51,360**
Geo Storm	3,751	5,328	68,831	74,164
Geo Metro (Import)	972	2,467	11,327	41,640
Geo Metro (Domestic)	*7,256*	*7,996*	*61,190*	*39,189*
CHEVROLET/GEO	**4,723**	**7,795**	**80,158**	**116,815**
Colt	2,016	4,423	24,417	34,247
Conquest	0	0	0	896
Medallion	0	0	0	475
Stealth	1,583	976	15,793	976
Summit (Import)	1,151	637	8,015	11,496
Summit (Domestic)	*833*	*122*	*7,160*	*122*
Vista	1,022	558	7,569	4,398
TC	0	183	1,077	2,975
CHRYSLER MOTORS	**5,772**	**6,777**	**58,871**	**55,463**
DAIHATSU	**506**	**842**	**5,365**	**9,563**
FERRARI*	**80**	**80**	**800**	**800**
FORD Festiva	**5,126**	**3,656**	**33,360**	**47,188**
Civic/CRX (Import)	7,144	10,007	60,896	64,389
Civic (Domestic)	*13,251*	*13,550*	*136,867*	*164,070*
Accord (Import)	7,479	13,351	65,000	109,278
Accord (Domestic)	*30,299*	*22,682*	*282,841*	*237,675*
Prelude	2,030	2,664	21,885	33,840
HONDA	**16,653**	**26,022**	**147,781**	**287,587**
Excel	4,704	6,887	58,431	86,337
Sonata	1,314	1,596	18,896	25,222
Scoupe	1,605	1,719	24,162	2,369
Elantra	1,120	0	1,120	0
HYUNDAI*	**8,743**	**10,202**	**102,609**	**113,928**
M30	361	1,287	5,699	7,381
Q45	817	528	12,848	9,507
G20	938	934	12,158	1,216
INFINITI	**2,116**	**2,749**	**30,705**	**18,104**
I-Mark	7	36	96	1,201
Impulse	144	672	2,816	2,416
Stylus	866	376	8,409	753
ISUZU	**1,017**	**1,084**	**11,321**	**4,370**
XJ6	654	789	5,739	11,298
XJS	272	300	2,330	3,882
JAGUAR	**926**	**1,089**	**8,069**	**15,180**
LAMBORGHINI*	**13**	**13**	**130**	**130**
ES250/ES300	2,914	1,766	16,053	17,075
LS400	2,991	3,764	31,485	33,869
SC400/SC300	2,050	0	7,688	0
LEXUS	**7,955**	**5,530**	**55,226**	**50,944**
LOTUS*	**27**	**27**	**270**	**270**
MASERATI*	**20**	**20**	**200**	**200**
323	1,347	1,745	15,635	19,238
Protege	4,813	3,712	45,895	39,414
626 (Import)	346	759	11,279	18,697
626 (Domestic)	*3,879*	*3,506*	*49,900*	*38,260*
MX-6 (Import)	93	96	1,605	202
MX-6 (Domestic)	*805*	*1,886*	*19,437*	*25,337*
MX-5 Miata	1,567	2,747	28,879	31,353
MX-3	1,204	0	1,204	0
929	1,956	1,585	12,557	14,570
RX-7	382	789	6,409	8,848
MAZDA	**11,748**	**11,373**	**123,463**	**132,322**
190 class	1,123	1,516	11,787	11,809
300 class	1,987	2,272	15,575	22,197
S class	1,744	2,009	14,712	24,275

	Oct. 1991	Oct. 1990	10 Mos., 1991	10 Mos., 1990
SL Coupe/Roadster	592	864	6,476	3,695
Tourist	163	134	669	1,325
MERCEDES-BENZ	**5,609**	**6,795**	**49,219**	**62,523**
Tracer	5,396	4,893	39,857	26,849
Capri	1,877	1,557	16,994	5,699
XR4Ti	0	0	0	198
Scorpio	0	0	0	2,424
MERCURY	**7,273**	**6,450**	**56,851**	**35,170**
Starion	0	0	0	18
Diamante	1,911	0	12,004	0
Mirage (Import)	928	3,674	17,262	44,915
Mirage (Domestic)	*622*	*7*	*15,985*	*39*
Galant	4,453	2,367	32,251	35,957
Sigma	2	46	147	1,523
Precis	441	437	2,581	4,252
3000GT	901	197	9,959	222
Expo LRV	443	0	978	0
Expo	934	0	1,723	0
Wagon	4	78	201	1,098
MITSUBISHI	**10,017**	**8,799**	**77,106**	**87,985**
Sentra (Import)	3,667	1,362	26,619	45,942
Sentra (Domestic)	*7,375*	*10,541*	*96,249*	*91,575*
Pulsar	0	21	33	3,819
NX	978	0	6,797	0
Stanza	5,856	4,470	65,157	69,014
Maxima	7,880	7,988	85,543	83,540
240SX/200SX	2,368	5,772	27,949	48,825
300ZX	1,617	1,900	13,232	18,777
Hawaii	518	590	2,489	3,179
NISSAN	**22,884**	**22,183**	**227,819**	**273,096**
PEUGEOT	**113**	**312**	**3,378**	**3,851**
PONTIAC LeMans	**2,367**	**1,956**	**31,029**	**35,952**
944S/Cabriolet	37	189	784	2,058
944 Turbo	0	4	0	467
911 Carrera 2	186	256	1,768	2,912
911 Turbo	23	0	374	8
911 Carrera 4	82	118	678	1,521
928S4/GT	22	36	239	507
PORSCHE	**350**	**605**	**3,843**	**7,694**
ROLLS/BENTLEY*	**22**	**50**	**566**	**900**
900	190	312	3,906	4,021
900S	345	392	5,789	5,337
900 Turbo	237	415	4,188	5,804
9000S	379	164	3,744	1,859
9000CD	216	387	2,667	2,862
9000 Turbo	193	289	1,907	2,608
Tourist	4	8	88	144
SAAB	**1,584**	**1,967**	**22,289**	**22,835**
STERLING	**183**	**305**	**2,744**	**3,443**
Legacy (Import)	1,028	3,864	14,735	41,500
Legacy (Domestic)	*5,461*	*1,279*	*45,668*	*10,145*
Loyale	2,500	2,046	25,710	25,463
XT/XT6	51	34	1,438	1,074
Justy	554	1,191	6,029	12,525
SVX	354	0	970	0
SUBARU	**4,487**	**7,135**	**48,618**	**81,637**
Swift (Import)	485	622	4,083	5,815
Swift (Domestic)	*33*	*0*	*625*	*0*
SUZUKI	**485**	**622**	**4,083**	**5,815**
Corolla (Import)	3,532	8,669	46,695	76,567
Corolla (Domestic)	*16,629*	*10,641*	*118,890*	*114,955*
Paseo	3,199	0	17,671	0
Tercel	6,573	4,534	66,883	74,347
Celica	3,898	5,886	54,101	68,250
Supra	379	427	3,266	5,684
Camry (Import)	11,389	7,167	59,786	60,266
Camry (Domestic)	*12,346*	*19,295*	*162,115*	*182,236*
Cressida	902	1,366	8,645	10,667
MR2	707	1,217	8,682	12,238
TOYOTA	**30,579**	**29,266**	**285,729**	**308,019**
Cabriolet	265	441	4,949	6,879
Corrado	281	475	3,810	4,743
Jetta	2,716	4,354	33,701	52,559
Golf/GTI	1,171	1,454	12,624	15,128
Passat	1,434	1,965	14,206	13,491
Quantum	0	1	2	31
Scirocco	0	0	0	12
Fox	1,068	1,561	11,363	20,452
VOLKSWAGEN	**8,935**	**10,251**	**88,655**	**113,384**
240 series	1,811	1,527	20,820	28,069
700 series	1,901	2,918	26,076	49,093
940 series	905	62	12,139	62
Tourist	21	15	415	904
VOLVO*	**4,638**	**5,196**	**59,450**	**78,882**
YUGO	**393**	**583**	**2,461**	**6,685**
IMPORT TOTAL	**182,641**	**195,286**	**1,791,629**	**2,091,935**

*Estimate + Includes units produced in Canada NOTE: Domestic cars not included in imported totals.

Compiled by Karen Dallowitz

CANADIAN CAR AND TRUCK SALES

OCTOBER 1991

	Oct. 1991	Oct. 1990	10 mos. 1991	10 mos. 1990
BMW (imported car)	**362**	**410**	**3,699**	**3,430**
N.A. Car	6,765	6,492	81,909	87,189
Imported Car	1,091	1,258	15,747	13,129
N.A. Truck	6,624	5,706	81,071	73,806
Imported Truck	389	132	1,471	1,393
CHRYSLER	**14,869**	**13,588**	**180,198**	**175,517**
N.A. Car	11,137	10,798	123,936	129,873
Imported Car	473	736	5,963	5,749
N.A. Truck	7,798	8,833	86,041	105,468
FORD	**19,408**	**20,367**	**215,960**	**241,090**
N.A. Car	16,725	26,574	245,654	258,542
Imported Car*	286	783	6,055	5,383
N.A. Truck	8,009	11,761	117,262	126,350
Imported Truck	285	447	3,120	3,473
GM	**25,305**	**39,565**	**372,091**	**393,748**
N.A. Car	2,860	1,661	24,112	29,989
Imported Car	5,598	6,386	68,510	57,833
HONDA	**8,458**	**8,047**	**92,622**	**87,822**
N.A. Car	455	568	4,674	5,447
Imported Car	1,430	1,173	14,507	13,883
HYUNDAI	**1,885**	**1,741**	**19,181**	**19,330**
JAGUAR (imported car)	**73**	**71**	**632**	**918**
Imported Car	127	35	574	543
Imported Truck	26	23	156	188
LADA	**153**	**58**	**732**	**731**
LAND ROVER (imported truck)	**18**	**19**	**127**	**46**
N.A. Car	206	400	5,243	3,743
Imported Car	2,242	1,672	25,668	22,762
Truck**	1,636	1,523	18,996	16,462
MAZDA	**4,084**	**3,595**	**49,907**	**42,967**
MERCEDES-BENZ (imported car)	**319**	**316**	**2,997**	**3,508**
N.A. Car	731	547	7,846	587
Imported Car	2,371	1,695	19,243	20,308
Truck**	1,392	1,195	11,217	12,322
NISSAN	**4,494**	**3,437**	**38,306**	**33,217**
PEUGEOT (imported car)	**8**	**12**	**140**	**98**
SUBARU (imported car)	**623**	**790**	**7,068**	**6,499**
N.A. Car	33	59	1,162	367
Imported Car	793	537	5,028	6,271
N.A. Truck	327	202	3,224	1,645
Imported Truck	412	445	3,618	4,672
SUZUKI	**1,565**	**1,243**	**13,032**	**12,955**
N.A. Car	1,429	1,319	17,481	10,850
Imported Car	5,935	4,327	47,551	55,749
Imported Truck	1,741	1,379	17,211	14,864
TOYOTA	**9,105**	**7,025**	**82,243**	**81,463**
Imported Car	2,971	3,341	29,315	30,046
Imported Truck	74	40	806	807
VOLKSWAGEN	**3,045**	**3,381**	**30,121**	**30,853**
N.A. Car	85	256	1,379	2,911
Imported Car	229	158	2,360	2,046
VOLVO	**314**	**414**	**3,739**	**4,957**
N.A. Car	**40,426**	**48,674**	**513,396**	**529,498**
Imported Car	**24,931**	**23,700**	**255,077**	**248,155**
TOTAL CAR	**65,357**	**72,374**	**768,473**	**777,653**
N.A. Truck	**22,758**	**26,502**	**287,598**	**307,269**
Imported Truck	**5,973**	**5,203**	**56,724**	**54,227**
TOTAL TRUCK	**28,731**	**31,705**	**344,322**	**361,496**
TOTAL CANADA SALES	**94,088**	**104,079**	**1,112,795**	**1,139,149**

*Includes Passport and Saab sales.
**Break down of N.A.-built and imported sales not available.
NOTE: N.A. sales are cars and trucks built in the United States and Canada.
Source: Automotive News Data Center and Assn. of Intl. Automobile Mfrs. of Canada

Canada new vehicle sales tumble 9.6% in October

ANNE E. WRIGHT
and JEREMY SINEK
Automotive News

Light-vehicle sales in Canada dropped 9.6 percent in October, with the drop split about evenly between cars and trucks.

But the performance among automakers varied widely. General Motors' decline of 14,260 car and truck sales in itself was more than the 9,991-unit drop recorded by the industry as a whole.

The October figures were released against a backdrop of conflicting economic indicators as to the extent, or even the existence, of a recovery. Before October, the industry had shown gains in five of the six previous months.

Year-to-date car sales remain behind 1990 by 1.2 percent, and trucks by 4.8 percent.

Chrysler was the only one of the Big 3 to post gains in both cars and trucks in Canada in October, and it remains the only Big 3 maker ahead for the year. Its monthly car volume was up 1.4 percent, trucks rose 20.13 percent.

Ford's car sales rose slightly, but trucks slipped 11.7 percent.

Cars were down 37.8 percent and trucks were off 32.1 percent for General Motors.

GM's problems included limited or delayed availability of many 1992 models, and customer confusion caused by a new distribution network for GM's captive imports.

The former Passport franchise has changed to Saturn-Saab-Isuzu Trucks, and Geo has been introduced to Chevrolet dealers.

One bright spot for GM was Saturn, which made its Canadian debut Oct. 3. The new nameplate sold 837 units. Total Saturn-Saab-Suzuki sales of 1,123 represented a 41.6 percent increase over Passport sales for the year-ago month.

Nine importers reported gains during the month. Among them, Mazda was up 13.6 percent, Nissan rose 30.8 percent, Suzuki gained 25.9 percent and Toyota was up 29.6 percent.

Story on sales staff exodus made the readers write

Letters place blame and offer solutions

"Half the sales staff is quitting," a Page One report in the Sept. 16 issue, brought more letters from readers than any other article *Automotive News* has published in several years.

Most of the respondents blamed dealers or dealership policies for the exodus, but some placed the onus on the salespersons themselves. Others said the automakers are responsible for the departures, and still others offered solutions.

Several of the replies appeared in the Letters section of *Automotive News;* some were not printed because of space limitations.

Following is a summary of the letters received.

Robert Curlender, a retired Buick salesman in Pasadena, Calif., said it is a two-way street: "Just in case we want to jump on the dealers, it should be remembered that the factories are equally to blame. They have been so engrossed with product and dealer relations that they have forgotten the conduit to their revenue."

Donald Billick of Phoenix said, "The manufacturers do not recognize anyone in the dealership as important except the dealer principal. The automakers are still a day late and a dollar short and are driving full-speed in reverse."

Salesman Ron Granitz of Charlottesville, Va., mentioned low pay and long hours and added, "We try to sell overpriced vehicles made by people who draw wages even when not working and who are led by management who couldn't sell what they are in charge of."

Karl F. Snyder of Frederick Briggs Associates in Andover, N.J., urged better training.

"The dealer principal and his senior management staff have not been trained or developed as true motivators, leaders or managers of the people that do the real work for the store," Snyder said.

And from Owen R. Smith of O.R. Smith & Associates in Milwaukie, Ore.: "The average dealership and the industry lack the basic management skills to hold, build and maintain a professional team."

Mark W. Smith of The Professional Edge in Summerville, S.C., said, "I would begin with training for both management and sales staff. Second, a screening process to eliminate undesirable individuals. Third, a restructuring of the pay system."

Richard Williams of Bellevue, Wash., observed, "The industry is putting great emphasis on total quality in production. The manufacturers would be better served if they would spend their money helping dealerships develop and implement selling systems that focus on true customer satisfaction."

SOCKING THE DEALER

Dealers took their lumps from many respondents. Stanley Warrick of Richmond, Va., asked, "In what other industry can a salesman sell a $20,000 product and make a minimum $50 commission? And that is before taxes! Auto dealers were paying $50 minimum commissions in the 1950s."

Robert G. Goodman of Asheville (N.C.) Vehicle Leasing Co., recalled working for a dealer who had an excellent pay plan and provided many other benefits for salespersons. "He cut commissions, did away with demos, and his sales dropped from more than 200 a month to less than 50," Goodman said.

Gary Childs of Friendswood, Texas, and others teed off on a dealer who criticized salesmen in the *Automotive News* article.

"Having spent 22 years as a salesman or sales manager, I can tell you that you cannot make a living selling automobiles if you sit around and do nothing," Childs wrote. "The professional salesman knows that floor traffic provides only the extras. The everyday expenses of raising a family and providing a fine home come from constantly digging up that old customer or new referral."

Lee Ames of The Moran Group in Fort Worth, Texas, said, "A little security could go a long way to promote productivity. Salespersons have to carry their weight, but they're the ones who get the job done and help Mr. Dealer *be* Mr. Dealer."

5 SIMPLE BENEFITS

From Fayetteville, Ark., Bill D. Frailey of Goff-McNair Lincoln-Mercury wrote: "I wonder how long it is going to take for 90 percent of the dealers to discover what the other 10 percent have known all along. The auto recession has been caused by greedy management, by hiring inexperienced sales personnel, adding longer hours and taking away the demo, insurance and hospitalization."

Steve Amster, a 20-year salesman who now is with Lexus of Monmouth in Ocean, N.J., said, "If you want to retain quality salespeople, you have to treat them properly. I consider myself a professional and expect to be treated like one."

Rob Mancuso of Western Diversified Services in Deerfield, Ill., asked, "How hard would it be to attract personnel if dealerships offered these simple benefits, many of which are 'givens' in any other industry?" Mancuso's benefits are a "40-hour work week, salaried compensation, five nights off, pension plan, training."

OLD-TIMERS CAN HELP

Jeff Hall of Marietta, Ohio, a seven-year salesman, said the most important assets of any successful dealership are satisfied customers and satisfied employees. "I can't count the number of customers who come to see their salesman about a small problem, only to be told that the salesman has 'moved on.' Salesmen don't move on; they leave!"

Salesman Christopher Laurenzi of Boonton, N.J., commented on reducing costs by cutting salespersons' benefits and concluded: "In this business, I've noticed that 'the pennies we save today become the dollars we'll lose tomorrow.' "

Richard S. Leach of Redwood Shores, Calif., described himself as semi-retired, 69 years old and a 43-year veteran of the auto business. He suggested that the old-timers can help.

Leach concluded, plaintively, "I would be pleased to talk with anyone about these ideas, if you know of anyone who would listen."

E.L. Gray, a Chevrolet salesman in Tulsa, Okla., summed up the situation this way: "Our families are hurt, our benefits are none, and the divorce rate and salesman turnover are terrible. Simply put, the dealers and manufacturers don't care."

Some respondents had scant sympathy for the salesmen. Steven Moskowitz, president of Classic Oldsmobile-Honda in Merrillville, Ind., said, "I'm a little tired of reading letters from salesmen about how uncaring dealers are about their sales staffs.

"I must ask these complaining salespersons: Do you come to work on time? Are you dependable? Do you stay up on product knowledge? Do you constantly work to improve your selling skills? Do you prospect? Are you truly a professional salesperson?"

Freddi Silverman, president of BN Group in Succasunna, N.J., penned a reply to Stanley Warrick, who spoke of a $50 minimum commission on a $20,000 product. Said Silverman:

"People want to be comfortable with one of the most expensive purchases in their lives. They want to believe that the salesperson believes in himself and his dealership, and they don't want to be looked at as a dollar sign. In any sales job, it is up the person doing the selling — no one else."

ANSWERING A DROPOUT

Dell James, a salesman at Garber Ford-Mercury in Green Cove Springs, Fla., said. "I think salespeople should wake up and smell the money. I do surveys door to door. I am constantly on the phone. It's no longer 1986, boys. Get off your duff. Do it the old-fashioned way: Earn it."

Sanford Block of Bloomfield, N.J., wrote that he and five friends entered auto sales after college. They quit after six years because of low pay, long hours and "abuse." He said all are now doing well in other businesses.

Block's letter did not sit well with some readers. Bill Buchanan of Graham, N.C., asked, "If you took the abuse you wrote of and worked under the conditions you stated, why did you stay six years?"

John Gasper of Commonwealth Dodge in Louisville, Ky., added, "I feel sorry that they spent 60 hours a week to make $14,000 a year, but the auto industry historically has paid salesmen on productivity rather than time on the job."

Said Beckie Endebrock, sales manager of Beck & Mastin Pontiac-GMC-Daihatsu in Houston: "I don't think the real salespeople are leaving the business. The ones leaving are the ones who want something for nothing."

Preston Burtis Jr. of Burtis Motor Co. (Ford-Lincoln-Mercury-Dodge-Chrysler-Plymouth) in Garden City, Kan., cited his experience as a 40-year dealer and his company's compensation program in replying to Block.

"Our salespeople stay with us for years as they are essentially independent business people and totally loyal," Burtis said.

"Our dealership is 79 years old and has never had a red year and only five or six red months out of 948 months," he added.

"If we are giving away the store, our salespeople are returning it each month."

Saturn leads sales per dealer in October

KAREN DETKOWSKI
Statistician

Saturn began the new model year as it ended the old one, by leading the *Automotive News* sales-per-dealer calculations.

Saturn reported October as its highest sales month so far, and dealers of the year-old brand sold six more units per outlet than they did in September.

Toyota, which last led the pack in August, had its best October ever and gained 13 car-truck sales per dealer over September.

It was the only full-line brand in the top five. Saturn, Lexus, Honda and Acura sell only a limited selection of cars.

Lexus rose to third in sales per outlet with an average of 64 units, up 14 from September.

Honda slipped from second to fourth place, and Acura climbed to fifth from eighth.

For the month, 16 of 41 franchises reported increases while 15 declined. Among the notable declines was Infiniti, which fell out of the top 10 as its average sales dropped to 23.

Among smaller-volume makes, Volvo sales improved significantly. Unit sales of 4,638 were up 34.2 percent from September, increasing Volvo's sales per dealer by three units.

The company said October sales indicated a return of business, and it predicted no dramatic increases for the remainder of the year.

October had 27 selling days; November and December each have 25 days.

U.S. CAR AND LIGHT-TRUCK SALES PER DEALER

Make	Car	Truck	Oct. Total	Sept. Total
Saturn	73	—	73	67
Toyota	50	20	70	57
Lexus	64	—	64	50
Honda	61	—	61	59
Acura	44	—	44	39
Ford	22	21	43	50
Nissan	27	14	41	50
Chevrolet	19	17	36	41
Mitsubishi	28	5	33	28
Mazda	19	11	30	28
Dodge	11	14	25	23
Infiniti	23	—	23	30
Hyundai	18	—	18	25
Buick	15	—	15	16
Pontiac	13	1	14	12
Subaru	14	—	14	15
Mercedes	14	—	14	13
Mercury	14	—	14	10
BMW	13	—	13	13
Oldsmobile	12	1	13	13
Cadillac	12	—	12	12
Isuzu	2	11	12	16
Plymouth	7	6	12	11
Volvo	12	—	12	9
Jeep	—	10	10	9
GMC	—	10	10	10
VW	10	—	10	11
Lincoln	8	—	8	9
Jaguar	7	—	7	5
Suzuki	2	4	6	6
Saab	5	—	5	7
Chrysler	4	—	4	2
Eagle	4	—	4	3
Audi	3	—	3	4
Daihatsu	2	1	3	3
Range Rover	—	3	3	3
Yugo	2	—	2	2
Porsche	1	—	1	1
Alfa Romeo	1	—	1	1
Sterling	1	—	1	2
Peugeot	1	—	1	3

DOMESTIC AND IMPORTED CAR & LIGHT-TRUCK INVENTORIES

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Units	Days' Supply Nov. 1, 1991	Oct. 1, 1991
ALFA ROMEO (imp.)	1,680	191	191
Acura (imp.)	36,180	74	71
Domestic car	63,000	39	16
Imported car	41,200	67	50
Honda	104,200	47	24
AMERICAN HONDA	140,360	52	31
BMW (imp.)	13,180	73	47
Summit	4,300	140	105
Talon	11,900	131	101
Premier	3,200	80	105
Wrangler (trk.)	14,000	100	79
Cherokee (trk.)	42,800	105	91
Comanche (trk.)	2,700	126	119
Total Jeep-Eagle	19,400	128	103
Total Jeep-Eagle (imp.)	7,980	164	159
Total Jeep-Eagle (trk.)	99,500	104	87
Laser	10,100	126	83
Sundance	17,400	71	66
Acclaim	15,000	48	42
Voyager (trk.)	42,200	70	71
Total Plymouth	42,500	66	57
Total Plymouth (trk.)	42,230	70	71
LeBaron A	7,100	49	74
LeBaron J	3,900	75	76
Fifth Avenue	7,600	62	70
Imperial	2,500	47	104
New Yorker C	3,000	30	57
Town & Country (trk.)	1,000	46	45
Total Chrysler	24,100	51	74
Total Chrysler (imp.)	14,480	237	96
Total Chrysler (trk.)	1,690	46	45
Shadow	19,300	71	62
Monaco	1,400	70	75
Daytona	8,100	126	126
Spirit	15,900	48	47
Dynasty	14,100	34	30
Vans (trk.)	12,600	109	117
Ram Wagon (trk.)	1,900	35	67
Caravan (trk.)	41,000	59	56
Caravan C/V (trk.)	1,300	85	63
Ram 50 (imp. trk.)	4,000	200	259
Ramcharger (trk.)	1,900	120	140
Dakota (trk.)	31,500	115	103
Pickups (trk.)	28,100	114	118
Total Dodge	96,800	52	47
Total Dodge (imp.)	8,600	73	129
Total Dodge (trk.)	118,300	88	84
Total domestic car	142,800	61	57
Total imported car	29,400	117	113
Total domestic truck	221,800	86	81
CHRYSLER CORP.	393,200	76	71
Imported car	700	30	29
Imported truck	100	20	37
DAIHATSU	800	33	31
Escort	74,000	107	67
Mustang	27,500	112	106
Tempo	32,000	48	46
Taurus	82,900	61	63
Thunderbird	19,900	73	94
Probe	18,900	124	68
Crown Victoria	25,100	109	93
Vans (trk.)	35,500	112	83
Aerostar (trk.)	37,900	94	58
Club Wagon (trk.)	3,000	62	59
Ranger (trk.)	75,300	122	83
Bronco (trk.)	7,400	84	77
Explorer (trk.)	56,100	68	59
Pickups (trk.)	108,500	95	32
Total Ford Div.	280,300	79	68
Total Ford Div. (imp.)	11,980	83	105
Total Ford Div. (trk.)	323,700	94	52
Topaz	10,300	48	66
Sable	19,400	53	65
Cougar	11,600	77	76
Grand Marquis	22,600	65	65
Total Mercury	63,900	59	68
Total Mercury (imp.)	23,800	86	113
Continental	7,700	44	31
Town Car	23,500	78	56
Mark VII	2,500	91	67
Total Lincoln	33,700	67	47
Total L-M Div.	97,600	62	60
Total domestic car	357,900	73	66
Total imported car	35,780	78	109
Total domestic truck	323,700	94	52
FORD MOTOR CO.	717,380	82	69
Somerset/Skylark	12,900	167	95
Century	17,400	40	31
Regal	25,500	82	53
LeSabre	26,900	64	57
Roadmaster	11,100	64	48
Reatta	300	92	57
Electra/Park Ave.	19,200	90	45
Riviera	2,800	83	65
Total Buick	118,100	78	46
Allante	1,200	221	127
Seville	5,100	73	55
DeVille	33,800	56	53
Brougham	10,000	241	134
Eldorado	4,000	82	67
Total Cadillac	53,900	73	63
Geo Prizm	16,100	77	35
Cavalier	47,600	65	52
Camaro	17,200	91	61
Corsica/Beretta	25,200	34	37
Lumina	35,700	46	41
Caprice	29,400	101	84
Corvette	5,200	90	83
Varc (trk.)	25,400	112	96
Sportsvan (trk.)	700	31	47
Geo Tracker (trk.)	7,400	97	76
Astro (trk.)	13,600	40	47
Lumina APV (trk.)	9,800	79	26
S10 (trk.)	58,500	112	77
S10 Blazer (trk.)	22,000	65	51
Blazer (trk.)	1,500	80	56
Suburban (trk.)	6,300	102	60
Pickups (trk.)	128,500	110	46
Total Chevrolet	177,400	58	45
Total Chevrolet (imp.)	55,600	318	177
Total Chevrolet (trk.)	273,700	94	54
Calais	5,800	82	66
Cutlass Ciera	18,800	41	31
Cutlass Supreme	27,200	106	67
Eighty Eight	28,800	77	72
Ninety Eight	16,500	78	69
Toronado	1,400	92	69
Silhouette (trk.)	4,300	94	64
Bravada (trk.)	4,500	112	85
Total Oldsmobile	98,500	71	57
Total Oldsmobile (trk.)	8,800	102	74
Sunbird	18,500	72	56
Firebird	8,000	93	85
Grand Am	26,200	86	59
Pontiac 6000	1,100	70	90
Grand Prix	20,200	55	46
Bonneville	25,900	91	66
Trans Sport	7,100	73	73
Total Pontiac	99,900	76	60
Total Pontiac (imp.)	4,500	51	43
Total Pontiac (trk.)	7,100	73	73
Vans (trk.)	12,400	122	112
Safari (trk.)	6,100	96	60
S15/Sonoma (trk.)	18,100	119	92
S15 Jimmy (trk.)	8,200	94	77
Jimmy (trk.)	2,700	290	381
Suburban (trk.)	4,200	103	53
Pickups (trk.)	36,900	98	74
Total GMC (trk.)	98,600	105	83
Total Saturn	25,000	73	42
Total domestic car	570,800	67	51
Total imported car	98,100	229	156
Total domestic truck	378,200	96	68
GENERAL MOTORS	1,080,100	79	57
HYUNDAI (imp.)	22,700	78	47
Imported car	7,400	197	201
Truck (dom./imp.)	37,200	110	97
ISUZU	44,600	164	108
JAGUAR (imp.)	1,900	54	106
Domestic car	21,700	125	98
Imported car	24,800	57	54
Truck (dom./imp.)	23,600	93	45
MAZDA	70,100	71	80
MERCEDES-BENZ (imp.)	11,200	54	46
Domestic car	19,900	132	105
Imported car	30,200	81	90
Imported truck	9,000	92	88
MITSUBISHI	59,000	95	94
Infiniti (imp.)	5,000	72	98
Domestic car	30,400	111	60
Imported car	79,500	94	60
Truck (dom./imp.)	38,100	68	52
Nissan	148,100	96	58
NISSAN MOTOR CORP.	153,600	87	58
PEUGEOT (imp.)	100	25	25
PORSCHE (imp.)	1,100	85	93
RANGE ROVER (imp. trk.)	900	110	78
SAAB (imp.)	4,200	73	38
STERLING (imp.)	0	0	20
Domestic car	22,100	109	87
Imported car	27,800	167	150
SUBARU	49,900	136	114
Car (dom./imp.)	1,700	96	113
Truck (dom./imp.)	4,081	101	85
SUZUKI	5,781	97	92
Lexus (imp.)	5,000	17	47
Domestic car	17,200	18	22
Imported car	35,100	31	30
Imported truck	31,100	36	36
Toyota	83,400	27	29
TOYOTA MOTOR SALES	86,400	26	31
Audi (imp.)	7,000	105	105
Volkswagen (imp.)	29,000	113	111
VW+A	36,000	110	112
VOLVO (imp.)	21,000	122	129
YUGO (imp.)	900	78	74
Domestic car	1,245,900	66	53
Imported car	534,200	79	71
TOTAL CAR	1,779,700	68	57
Domestic truck	925,900	83	81
Imported truck	144,900	80	83
TOTAL TRUCK	1,071,000	83	80
TOTAL STOCK	2,851,200	75	69

Ford triples stock offering to $2.3 billion

CHARLES M. THOMAS
Staff Reporter

Ford Motor Co. has sold 46 million shares of its special preferred stock for $2.3 billion, three times the amount of the original offering.

Although it's a good deal for investors who snapped up the stock quickly at $50 a share, it points up just how laden with debt the company is.

Ford's debt to capital ratio was about 43 percent on Sept. 30, up from 32 percent last Dec. 31.

Analysts say Ford needs the cash for its heavy capital spending program, which is pegged at more than $26 billion through 1995.

"Ford's debt is piling up," said Jean-Claude Gruet, analyst with UBS Securities Inc. in New York. "The company underspent on capital expenditures in the 1980s and is forced to overspend in a recession."

But he said the infusion of cash will short-circuit any more downgrades in the company's credit rating.

Said Ford about the offering, "We're delighted with the transaction."

Ford conceded in the prospectus it filed with the U.S. Securities and Exchange Commission that, in all likelihood, it will lose money in the fourth quarter.

The company blamed competition and industrywide overcapacity for the anticipated loss. For the first nine months of this year, the company reported a loss of $1.8 billion.

Whether Ford will reverse that trend next year depends on a rebound in North American car sales. The company also will have to stanch losses in Great Britain — slowly recovering from an 18-month recession — and at its subsidiary Jaguar Cars Ltd., according to Gruet.

By bringing new equity into the company rather than borrowing money, Ford joins other companies, including General Motors and Chrysler Corp., that have turned to equity markets rather than lending institutions for cash.

In May, GM raised about $600 million by selling 16.1 million shares of a special convertible preference stock. And last month, Chrysler raised about $395 million with a stock offering.

Groups propose new rules for re-use of used motor oil

MAX GATES
Staff Reporter

WASHINGTON — Supporters of a proposal to tighten restrictions on the re-use of used oil say their bill could remove some potential liability from auto dealerships that accept used motor oil.

"Our proposal would provide certainty about who is responsible for used oil, and it would be the transporters and the refineries," said Daniel Weiss of the Sierra Club, one of the backers of the proposal. "That takes the risk away from service stations, auto dealerships, supermarkets and others who accept used oil."

The proposal, backed by a coalition of environmental groups and the Hazardous Waste Treatment Council, is aimed primarily at reducing the health risks from burning used oil.

A study released by the group last week indicated that used oil can contain high levels of lead. More than 780 million gallons of used oil are burned for fuel each year, often in schools, apartment buildings, offices and factories.

While the used oil is mixed with virgin oil to lower the concentration of lead, dilution does not lower the amount of lead that is released into the air through burning, the study said.

Lead is known to be particularly toxic to children, where it can cause brain and nerve damage and other disorders. In addition, untreated used oil also contains other toxic metals, such as chromium, cadmium, arsenic and nickel, which have been linked to about 3,400 cancer deaths in the United States each year.

Reps. Cardiss Collins, D-Ill., and Dennis Hastert, R-Ill., said they plan to introduce legislation that would make it easier for auto service facilities to serve as collection centers and would require the treatment of used oil to remove lead before it is burned.

Their bill would classify used oil as a hazardous substance, but only after it has been picked up by a transporter after collection. Several bills now before Congress would prohibit the classification of used oil as a hazardous substance. Sponsors say that the classification would stigmatize used oil and thus discourage recycling.

Disposal of used oil has been a problem for auto dealers in several states.

They have been forced to pay thousands of dollars for the clean up of hazardous waste sites through the EPA's Superfund Program after sending used oil to the sites for disposal.

British workers mull Ford pay hike offer

LONDON — Ford Motor Co. late last week offered its 29,000 production workers in Britain a 10.25 percent pay increase over two years. But the automaker rejected union demands for a two-hour reduction in the work week, to 37 hours.

The offer, which would raise production salaries to an average £305 (about $534 at current rates) a week by next Nov. 1, was endorsed by union leaders and sent to workers for ratification.

The contract offer is Ford U.K.'s lowest in a decade.

The company lost £274 million (about $479.5 million at current rates) last year, and many analysts expect it to do worse this year amid a deep recession in British car sales.

— Vaughan Freeman

Chrysler hikes Northeast region rebates

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS

AUDI (1991 models; expires Dec. 31)

Audi 100	$3,500
Audi 200	$4,000
Other models (if dealer orders quota from Audi)	$1,500-5,000 per sale
Other models (if dealer does not order quota from Audi)	$750-3,500 per sale

MITSUBISHI (expires Dec. 31)
Rebates vary by region and apply to 1990-92 models.

Mirage	$500-1,000
Eclipse	0-$1,300
Galant	0-$1,750
Pickups	0-$1,200
Montero	0-$2,000

CONTINUING PROGRAMS

ACURA (1991 models, expires Jan. 3)

Legend sedan	$2,500
Legend coupe	$3,000

ALFA ROMEO (expires Dec. 31)

164, 164L automatic (1991)	Up to $200 per car monthly in floorplan aid

GENERAL MOTORS
Chevrolet (expires Feb. 4)

Caprice (1992)	$250-800, quota
Camaro (1992)	$300-750, quota
Corvette ZR-1 (1992)	$2,000
Other Corvette (1992)	$1,000
Corvette ZR-1 (1991)	$3,000
Other Corvette (1991)	$2,000
Cadillac Allante (1991) (no expiration date)	$7,500 on first sale, $8,500 on additional sales
Pontiac Sunbird	$300

CHRYSLER CORP. (expires Dec. 31)

Jeep Cherokee (1991)	$500
Jeep Cherokee (1992)	$750

HYUNDAI
(California only, 1991 models, expires Nov. 30)

Excel	$300
Sonata	$400
Scoupe	$500

Payment is for models purchased from Hyundai Motor America.

ISUZU (1991-92 models, unless otherwise noted; expires Dec. 31)

Cars*	$800-1,800
All pickups*	$1,000-1,500
4x4 pickups (bonus, 1990-91)	$500
Trooper*	$1,500-1,800
Rodeo*	$00-500

*Based on number sold

LOTUS (1991, no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

NISSAN
(expires Jan. 3, unless otherwise noted)

1992 models	
Stanza	$1,000
Maxima GXE	$800
Sentra	$300
Pickups	$900
Pathfinder	$600
1991 models	
Stanza	$1,800
Maxima	$800
240SX	$600
Sentra	$300
Pathfinder	$1,400
Pickups	$1,200
300ZX (expires Feb. 2)	$2,500-3,500, quota

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

SUBARU (expires Jan. 3)

Legacy (1991)	$1,200-1,700, based on region

SUZUKI (expires Dec. 3)

Swift (1991)	$700-1,000
Swift (1992)	$400-700
Sidekick (1991)	$500-1,000
Sidekick (1992)	$300-700

STERLING (no expiration date)

All models	$8,000*

*Or $3,000 if customer chooses 0 percent financing

TOYOTA (expires Jan. 3)

Camry (1991), Corolla (1991-92)	$500-700, quota
Base 4x2 pickup (1991-92)	$1,000-1,400, quota
Other pickups	$800-1,000, quota

VOLKSWAGEN
(no expiration date)

Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500

VOLVO (1991 models; expires Dec. 31)

240 series	$1,500
740 series	$1,750-2,500
940 series	$1,500-2,500
780 coupe	$2,500

ARLENA SAWYERS
Staff Reporter

Chrysler Corp. is testing a new retail incentive program in its Northeast zone that puts greater emphasis on select 1991 and 1992 vehicles and drops incentives on other 1992 models.

Audi of America and Mitsubishi Motor Sales of America Inc. are contributing to the incentive activity with factory-to-dealer and/or consumer rebates.

Starting Nov. 16 in its Northeast zone, **Chrysler** boosted incentives on some small cars, mid-sized sedans, minivans and Dakota pickups by $250 to $1,000 over the amounts announced in October.

Zero percent financing is available on contracts up to 24 months; rates for longer contracts range from 1.9 percent to 9.9 percent.

Rebates and interest rates for other 1991 vehicles are unchanged in the Northeast, but incentives on 1992 vehicles not specified under the new plan were dropped.

incentive
WATCH

Chrysler's test program ends Dec. 20. Chrysler's Northeast zone includes Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, eastern Pennsylvania, Maryland, Delaware, Virginia and West Virginia.

Audi is offering a two-tiered incentive program to dealers. Dealers who ordered a factory-determined number of 1991 Series 80, 90 and V8 Quattro cars receive a higher incentive on those cars than dealers who did not order their quota.

For instance, dealers who ordered their quota of 1991 Audi 80s receive a $3,000 rebate on each car when they sell it, while other dealers receive $2,000.

Other 1991 Audi dealer rebates are: 80 Quattro, $750 and $1,500; Audi 90, $750 and $3,000; Audi 90 Quattro, $750 and $1,500; and V8 Quattro, $3,500 and $5,000.

On other 1991 models, all dealers are paid $3,500 on the 100 and $4,000 on the 200.

Audi's program expires Dec. 31.

Mitsubishi's new factory-to-dealer program covers 1990, 1991 and 1992 vehicles. The rebates range up to $2,000 and vary by region.

Some Mitsubishi incentives are flat payments, some are based on number of units sold, some are a flat fee after a dealer sells a certain number and some include bonus payments for meeting certain terms.

Mitsubishi also is offering consumer rebates of $500 on the 1990 and 1991 Precis in California and $500 to $1,500 on select 1990 and 1991 cars and trucks in Hawaii.

Mitsubishi's program ends Dec. 31.

INCENTIVE WATCH — CUSTOMER INCENTIVES

NEW PROGRAMS

CHRYSLER CORP.
13 states in Northeast sales zone, expires Dec. 20. Replaces all national rebates on 1992 models in those states. National rebates continue on 1991 models not listed here. Interest rates in lieu of rebates range from 0 to 9.9 percent.

Dodge Shadow convertible (1991)	$2,000
Chrysler LeBaron sedan (1991-92), Plymouth Acclaim (1991-92), Dodge Spirit (1991-92)	$1,500
Dodge Shadow/Plymouth Sundance (1991-92)	$1,000
All minivans (1991-92)	$1,000
Dodge Dakota (1991-92)	$1,000

MITSUBISHI (expires Dec. 31)

California (1990-91) Precis	$500
Hawaii (1990-91) Galant	$1,500
Eclipse	$750
Mirage	$500
Pickups, Montero	$750-800

CONTINUING PROGRAMS

CHRYSLER CORP.
All programs expire Dec. 31. Finance rates in lieu of rebates start at 6.9 percent on minivans, 4.9 percent on other models.
In addition to the rebates on retail purchases listed here, Chrysler Corp. offers rebates under its Gold Key Plus Program. The rebates, which expire Dec. 31, are $250 to $2,000 on 1992 models and $150 to $1,975 on 1992 models.

1992 models	
Chrysler Imperial, New Yorker Fifth Avenue	$1,000
LeBaron coupe, New Yorker Salon	$750
LeBaron sedan	$500
Dodge Monaco	$1,500
Dynasty	$1,000
Shadow conv.	$750
Shadow highline, Daytona, Spirit, Colt	$500
Shadow America	$300
Dodge Ram pickup (gas engine), Ram van conversion, Ramcharger	$1,000
Ram van and wagon, Dakota	$750
Ram 50	$300
Eagle Premier	$1,500
Talon, Summit	$500
Jeep Cherokee	$1,000
Comanche	$750
Wrangler	$500
Plymouth Sundance highline	$500
Acclaim, Laser, Colt hatchback	$500
Sundance America	$300
1990-91 models	
Chrysler Imperial New Yorker Fifth Avenue and Salon, LeBaron sedan	$2,000 $1,500
LeBaron coupe and conv.	$1,000
Dodge Shadow conv.	$2,000
Spirit, Monaco, Dynasty	$1,500
Daytona	$1,250
Colt GL, Shadow highline	$1,000
Shadow America, Colt	$700
Dodge Ram van conversion, Ram pickup (gas engine), Ramcharger	$1,500
Ram wagon, Ram van	$1,250
Dakota	$1,000
Ram 50	$750
Eagle Talon TSi, Premier	$1,500
Other Talon	$1,200
Summit 4-dr., Summit ES 3-dr.	$1,000
Summit base 3-dr.	$750
Jeep Cherokee, Grand Wagoneer	$1,500
Comanche	$1,000
Wrangler	$500
Plymouth Acclaim, Laser RS Turbo	$1,500
Other Laser	$1,200
Sundance highline	$1,000
Sundance America	$700
All awd minivans	$1,000
All 2wd minivans	$500

FORD MOTOR CO.
1992 models
Expires Dec. 3. In lieu of rebates, 4.8 percent loans on Probe, 7.9 on other Ford and Mercury; no finance incentive on Lincoln.

Ford Festiva, Mustang, Taurus	$500
Tempo*	$500
Thunderbird, Crown Victoria	$750
Escort GT and LX-E**	$750
Probe, Taurus SHO	$750
Aerostar*	$500
F series	$500
Ranger	$750
Bronco	$1,000
Mercury Sable	$500
Topaz*	$500
Tracer LTS*	$750
Capri, Cougar, Grand Marquis	$750
All Lincoln	$1,000

*Tempo, Topaz and Aerostar — $1,000 or 7.9 percent loan in Northeast
**Escort Pony and LX and Tracer sedan and wagon — $500 or 7.9 percent loan in Central and Great Lakes regions.

1990-91 models
1990-91 Ford models and 1991 L-M models, expires Dec. 3. In lieu of rebate, 4.8 percent loans on Festiva and Probe, 7.9 percent on other Ford and Mercury. No finance incentive on Lincoln.

Ford Escort (except GT), Mustang, Taurus, Tempo, Thunderbird	$400
Escort GT, Taurus SHO	$600
Festiva, Probe	$1,000
Aerostar*	$400
Ranger, F series, Econoline E-150 (except RV)	$400
Bronco, Econoline E-150 (RV)	$1,000
Mercury Tracer (except LTS), Topaz, Sable, Cougar	$400
Tracer LTS	$600
Capri	$1,000
All Lincoln	$2,000

*Aerostar — $1,000 or 7.9 percent loan in Northeast.

GENERAL MOTORS
Expires Feb. 4. Finance rates in lieu of rebates start at 2.9 percent for Buick, Oldsmobile and Pontiac; 6.9 percent for Chevrolet and GMC.

1992 models	
Buick Skylark*	$250-750*
Century, Regal*	$250-1,000*
Riviera	$2,000
Chevrolet Caprice	$1,000
Geo Metro and Storm	$750
Geo Prizm, Camaro, Beretta, Lumina	$500
Cavalier	$300
G van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup	$750
C/K pickup	$500
GMC G-van, S15 Jimmy (except Typhoon)	$1,000
Sonoma (except Cyclone, GT), Safari	$750
Sierra (except Crew Cab)	$500
Oldsmobile Cutlass Ciera (national)	$1,000
Regional programs, various models	$500-2,000
Pontiac Trans Sport	$1,000
Grand Prix	$750
LeMans, Firebird	$500

*Based on option package selected.

1991 models	
Cadillac All models except Allante (expires Dec. 31)	$2,000
Chevrolet Caprice	$1,000
Geo Metro, Camaro	$750
Geo Storm and Prizm, Beretta, Lumina	$500
Cavalier, Corsica	$300
V Blazer, Suburban, G-van, S/T Blazer, Lumina APV	$1,000
Geo Tracker, Astro, S/T pickup, R/V and C/K pickups	$300
GMC V Jimmy, Suburban	$1,500
S15 Jimmy, G-van, Safari	$1,000
Sonoma (except Cyclone)	$750
Sierra, R/V pickups	$500
Oldsmobile - regional programs, various models	$500-2,000
Pontiac Trans Sport, LeMans, Firebird	$1,000
Grand Prix	$750

HYUNDAI
49 states (expires Jan. 3)

Sonata with SE pkg. (1991), Excel with SE pkg. (1991)	$500
Scoupe (1991), Excel base (1991)	$750
Other Excel (1991), Other Sonata (1991)	$1,000
California only (1991 models, expires April 2) Excel, Scoupe	$750-1,000
Sonata	$1,000-1,500
All states (1991 models, expires Jan. 3) All 1991 models if trade is a 1986-90 Hyundai	$1,000

MAZDA (expires Jan. 3)

Navajo (1991)	$1,000
Trucks (1992)	$1,000

ROLLS-ROYCE/BENTLEY (1991 models; expires Dec. 31)
All models — Company pays U.S. luxury tax

SUBARU (expires Jan. 3)

Legacy L and L Plus (1992)	$500
Loyale (1991-92)	$500
XT, XT-6 (1991)	$2,000

LT5

Chevy may sell 375-hp motor

continued from PAGE 4

of 13 to 14 engines per day aft the introduction of the LT5 in fa 1989 on the 1990-model ZR-1.

Sales of the ZR-1 were hot in mediately after the car was intro duced. But demand cooled with th recession, problems with the en gine and changes Chevrolet mad to the base Corvette to make it les distinct from the more expensiv ZR-1.

Chevrolet has sold 4,500 ZR-1 in the United States since the ca was introduced — 2,800 199 models and 1,700 1991 models. Th ZR-1 also is sold in Europe, Mex ico and Canada.

The erosion started in the 199 model year when the $34,000 bas Corvette coupe got the sam rounded rear-end that had bee exclusive to the $65,000 ZR-1. Fo the 1992 model year, the base ca also got the new LT1 5.7-liter V- engine, which has performanc numbers only slightly lower tha the LT5.

While admitting the ZR-1's fu ture is under review, Chevrole spokesman Ralph Kramer said h doubted whether the LT5 will b dropped soon.

"There is no question that th ZR-1 will remain in the Chev lineup through 1992 and for som years beyond that," Kramer said "Could that change? I suppose so but I don't foresee that happen ing."

Kramer said the division is satis fied with the halo the ZR-1 ha produced for the whole Corvett line and is not eager to drop th car. Sales of the 1992 Corvette ar up 10 percent from the same poin in the 1991 model year, and he at tributed part of increase to the lu ter that the ZR-1 brought to th line.

Campbell also said he was un aware of any plans to drop the ZR 1, adding that production plan given to suppliers are unchanged.

"I understand they are looking a whether it's a prudent thing to d (to continue the ZR-1), given GM' economic situation," Campbel said. "I would look at all my ca lines, especially the low-volum ones."

Staff Correspondent Luca Ciferri i Turin, Italy, contributed to this repor

Auto trade bills near Congress

WASHINGTON — A bill ad dressing the United States' $3 billion automotive trade imbalanc with Japan could be introduce this week.

House Majority Leader Richar Gephardt, D-Mo., said he expect to file the bill before Congress re cesses for Thanksgiving. Gephard is working with Democratic Sen Donald Riegle and Carl Levin o Michigan, who are expected to fil a companion bill. Lawmakers hav not disclosed details of their plan to help the auto industry.

Meanwhile, the chief U.S. nego tiator in talks with the Japanes about the automotive trade defici said the Bush administration wi not consider trade sanctions befor next spring. The talks will con tinue, but the threat of sanction may be needed to persuade Japa nese companies to buy more U.S parts, said Michael Farren, under secretary for international trade i the Department of Commerce.

— Max Gat

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	11/18	
Dodge Monaco		280
Eagle Premier		1,065
Pillette Road (Windsor, Ontario)	11/18, 11/25	
Dodge Ram Van		1,510
Dodge Ram Wagon		450
Sterling Heights, Mich.	11/18, 11/25	
Dodge Shadow		1,900
Plymouth Sundance		1,700
Toledo, Ohio	11/18, 11/25	
Jeep Cherokee		4,270
Jeep Comanche		100
Jeep Briarwood		40
FORD		
Atlanta	11/18	5,000
Ford Taurus		
Mercury Sable		
Dearborn, Mich.	11/18	3,700
Ford Mustang		
Kansas City, Mo.	11/18	4,400
Ford Tempo		
Mercury Topaz		
Kentucky Truck (Louisville)	11/18	1,200
Ford heavy trucks		
Lorain, Ohio	11/18, 11/25	5,000
Ford Thunderbird		
Mercury Cougar		
Michigan Truck (Wayne)	11/18	3,000
Ford Bronco		
Ford F series		
Norfolk, Va.	11/18	3,200
Ford F series		
Wayne, Mich.	11/18, 11/25	5,000
Ford Escort		
GENERAL MOTORS		
Janesville, Wis.	11/18, 11/25	
Chevrolet med. duty chassis		150
GMC med. duty chassis		270
Detroit	11/18, 11/25	
Chevrolet commercial RV		460
GMC commercial RV		50
Total U.S. car		**39,100**
Total Canada car		**1,385**
Total U.S. truck		**12,740**
Total Canada truck		**1,960**
Total units lost week of 11/18		**44,185**

Source: Automotive News Data Center

German to purchase Excalibur Automobile

MILWAUKEE — A German grocery store developer says he will pay $1.33 million for Excalibur Automobile Corp., the bankrupt neoclassic automobile company.

Michael Timmer said he hopes to be making cars at the suburban Milwaukee plant within three months. The plant closed in June 1990.

Founded in the mid-1960s by David Stevens and William Stevens, Excalibur sold its cars for between $75,000 and $150,000 when the plant closed in 1990.

The Stevenses placed the company in bankruptcy and in 1987 it was purchased by a group led by Henry Warner. Warner filed for protection from creditors under Chapter 11 of the U.S. bankruptcy code in September 1990.

In February, Excalibur was placed under the supervision of trustee Douglas Mann. He approved Timmer's bid and Federal Judge James Shapiro authorized the sale last week.

Excalibur owed at least $7.3 million to creditors and taxing bodies, Mann said. Under terms of the purchase, few of those creditors will be paid.

Timmer's experience includes running a leather factory, a clothing store and the development of grocery stores.

— The Associated Press

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Est. 11/11-11/16/91	Actual 11/4-11/9/91	Nov. Est.	Year 1/1-11/16/91	Year 1/1-11/17/90
LeBaron A	0	0	0	0	8,071
LeBaron J	1,250	1,121	2,506	23,479	46,487
New Yorker	750	801	1,744	10,847	33,492
Fifth Avenue	1,500	1,398	3,161	30,489	33,066
Imperial	200	224	480	7,954	17,412
Town & Country (trk.)	300	386	738	4,723	2,189
Total Chrysler	**4,000**	**3,929**	**8,629**	**77,493**	**148,717**
Horizon	0	0	0	0	4,327
Sundance	1,750	1,775	3,842	56,767	79,070
Acclaim	1,750	1,574	3,999	71,768	108,651
Voyager (trk.)	1,750	2,276	4,408	67,589	74,535
Voyager (Can. trk.)	1,867	1,929	4,264	97,504	88,533
Total Plymouth	**7,117**	**7,856**	**16,953**	**313,627**	**353,118**
Omni	0	0	0	0	4,078
Daytona	875	897	1,935	9,792	30,577
Shadow	2,000	2,037	4,447	63,714	86,952
Dynasty	2,250	2,172	4,903	105,236	108,211
Spirit	1,750	1,819	4,031	69,353	94,246
Monaco (Can.)	0	0	0	8,477	9,744
Caravan (trk.)	2,625	3,217	6,323	103,193	81,108
Caravan (Can. trk.)	3,125	3,184	7,004	130,921	109,812
Caravan C/V (trk.)	100	119	239	3,334	4,171
Caravan C/V (Can. trk.)	78	75	173	13,258	6,287
Dakota (trk.)	3,000	3,037	6,905	89,921	65,185
Ram pickups (trk.)	1,500	1,380	3,138	66,519	93,172
Ram Wagon (Can. trk.)	360	458	818	17,045	19,872
Ram Van (Can. trk.)	1,208	1,477	2,685	37,873	52,953
Total Dodge	**18,871**	**19,842**	**42,588**	**718,838**	**788,368**
Premier (Can.)	0	0	0	8,911	11,305
Cherokee (trk.)	4,250	4,294	9,410	137,579	141,087
Comanche (trk.)	200	131	353	4,806	8,604
Grand Wagoneer (trk.)	0	0	0	1,539	5,924
Wagoneer (trk.)	75	70	155	2,528	3,589
Wrangler (Can trk.)	1,500	1,606	3,492	56,567	53,419
Total Jeep-Eagle	**6,115**	**6,191**	**13,419**	**211,982**	**223,928**
Total U.S. car	**14,975**	**14,199**	**31,037**	**449,499**	**502,648**
Total Can. car	**0**	**0**	**0**	**17,388**	**21,849**
Total U.S. truck	**13,800**	**14,882**	**31,719**	**501,783**	**479,564**
Total Can. truck	**6,228**	**6,729**	**18,516**	**353,199**	**330,676**
CHRYSLER CORP.	**35,103**	**37,719**	**81,272**	**1,321,746**	**1,484,129**
Escort	5,783	0	5,783	173,806	228,807
Mustang	0	0	474	76,000	122,954
Tempo	2,697	2,649	5,823	100,723	113,915
Tempo (Can.)	3,326	0	3,326	94,021	98,314
Taurus	6,751	6,741	14,900	289,056	300,987
Thunderbird	2,727	0	2,727	66,895	100,755
Crown Victoria (Can.)	0	0	424	78,479	108,568
Aerostar (trk.)	0	4,000	4,792	153,299	188,017
Bronco (trk.)	0	645	786	17,492	43,469
Explorer/Bronco II (trk.)	6,004	6,200	14,389	251,915	185,893
Navajo (trk.)	250	238	535	10,572	6,880
Econoline (trk.)	2,204	4,140	7,181	127,487	150,776
Heavies (trk.)	1,030	0	1,236	26,659	44,747
Light trucks (trk.)	4,194	9,830	16,054	294,946	403,845
Light trucks (Can. trk.)	0	2,834	3,310	84,037	122,554
Ranger (trk.)	4,367	1,810	7,558	242,301	261,159
Total Ford Div.	**39,962**	**39,147**	**89,319**	**2,089,636**	**2,487,731**
Topaz	1,700	1,542	3,470	42,986	42,634
Topaz (Can.)	1,316	0	1,316	31,271	36,111
Cougar	1,593	0	1,593	49,122	66,326
Sable	3,691	3,692	8,010	98,358	92,785
Grand Marquis (Can.)	0	0	536	89,303	102,286
Total Mercury	**8,293**	**5,234**	**14,925**	**309,998**	**340,142**
Continental	618	0	823	47,573	52,194
Mark VII	139	0	184	6,359	17,079
Town Car	1,872	0	2,357	112,316	133,014
Total Lincoln	**2,618**	**0**	**3,344**	**166,248**	**202,277**
Total L-M Div.	**10,911**	**5,234**	**18,269**	**476,247**	**542,419**
Total U.S. car	**27,553**	**14,624**	**46,155**	**1,005,264**	**1,272,536**
Total Can. car	**4,642**	**0**	**5,982**	**232,823**	**345,279**
Total U.S. truck	**18,676**	**25,923**	**52,512**	**1,135,788**	**1,299,787**
Total Can. truck	**0**	**2,834**	**3,310**	**84,037**	**122,554**
FORD MOTOR CO.	**50,873**	**44,381**	**107,979**	**2,558,660**	**3,031,156**
Skylark	2,505	1,822	4,807	51,231	85,356
Century	2,791	2,790	6,045	69,677	59,256
Regal (Can.)	2,000	3,036	6,582	114,632	90,250
Riviera	396	306	794	8,522	10,979
Park Avenue/Electra	1,744	2,085	4,170	84,783	56,981
LeSabre	3,095	4,498	8,987	93,167	144,841
Roadmaster Sedan	1,696	1,618	3,571	30,463	0
Roadmaster Wagon†	400	319	786	13,585	4,022
Reatta	0	0	0	1,210	5,277
Total Buick	**10,118**	**16,383**	**30,842**	**465,239**	**406,864**
Eldorado	814	722	1,671	12,528	16,932
Seville	981	787	1,813	22,799	30,611
Brougham	729	684	1,533	19,563	26,662
DeVille	3,718	3,679	8,133	140,194	147,423
Allanté	50	58	129	2,944	3,290
Total Cadillac	**6,290**	**5,948**	**13,279**	**197,837**	**226,338**
Cavalier	5,682	5,836	12,552	224,986	210,077
Camaro	1,416	1,483	3,100	49,025	66,749
Celebrity (Can.)	0	0	0	0	30,319
Corsica-Beretta	5,856	4,732	11,754	212,981	250,927
Lumina (Can.)	6,400	6,546	14,414	217,236	260,034
Caprice	2,636	2,378	5,519	116,079	106,701
Corvette	480	480	1,053	18,623	30,867
Astro (trk.)	3,352	3,290	7,318	92,693	116,111
Blazer (trk.)	75	106	242	6,412	14,316
Lumina APV (trk.)	1,562	1,987	3,480	44,586	74,764
Medlumo (trk.)	250	277	546	2,539	8,929
P-Model (trk.)	479	479	1,057	17,993	19,737
Pickups (trk.)	7,275	7,104	15,811	284,093	362,702
Pickups (Can. trk.)	3,500	3,999	8,342	129,427	151,548
S10 (trk.)	5,558	5,589	12,455	233,810	217,127
S10 Blazer (trk.)	3,464	3,166	7,194	46,962	75,147
Sportsvan (trk.)	1,330	1,401	2,954	39,767	53,360
Sportsvan (Can. trk.)	1,500	1,539	3,416	49,267	42,838
Suburban (trk.)	645	277	925	22,165	57,865
Total Chevrolet	**51,453**	**50,165**	**112,143**	**1,755,032**	**2,291,199**
Achieva/Calais	184	31	215	34,833	93,534
Cutlass Ciera	3,693	3,094	8,015	94,100	60,744
Cutlass Ciera (Can.)	0	0	0	41,161	70,215
Cutlass Supreme	2,400	2,380	5,302	95,632	86,105
Toronado	232	214	483	4,886	13,857
Eighty Eight	2,360	3,406	6,337	80,316	90,723
Custom Cruiser Wag.††	180	125	317	7,536	1,223
Ninety Eight	1,462	1,465	3,260	68,465	38,186
Silhouette (trk.)	467	479	1,034	18,515	27,800
Bravada (trk.)	300	252	609	12,941	592
Total Oldsmobile	**11,276**	**12,965**	**25,573**	**458,375**	**485,979**
Sunbird	2,781	2,885	6,128	105,221	149,011
Grand Am	5,366	5,357	11,719	123,394	197,193
Firebird	564	597	1,309	19,038	38,956
Grand Prix	3,360	3,686	7,719	100,639	106,648
Pontiac 6000	0	0	0	19,603	47,941
Bonneville	2,810	3,244	6,850	73,719	88,127
Trans Sport (trk.)	983	949	2,124	27,712	46,834
Total Pontiac	**15,862**	**16,718**	**35,638**	**469,326**	**649,710**
Yukon/Jimmy (trk.)	25	35	81	1,934	4,348
Mediums (trk.)	367	287	730	4,768	9,041
P-Model (trk.)	41	30	75	2,046	2,592
Pickups (trk.)	2,700	2,871	6,122	107,254	127,172
Pickups (Can. trk.)	1,300	1,326	2,967	47,921	56,023
Sydow-Sonoma (trk.)	1,221	1,190	2,706	53,368	48,314
Typhoon-S15 Jimmy (trk.)	1,196	1,090	2,518	16,678	25,022
Safari (trk.)	1,112	1,127	2,468	36,553	40,945
Suburban (trk.)	215	97	312	17,366	27,872
Vandura (trk.)	585	484	1,172	17,339	19,500
Vandura (Can. trk.)	600	614	1,334	20,208	16,892
Total GMC	**9,444**	**9,151**	**20,585**	**325,467**	**377,322**
Total Saturn•	**2,644**	**2,644**	**5,817**	**85,662**	**5,993**
Total U.S. car	**63,572**	**64,856**	**138,883**	**2,112,943**	**2,480,545**
Total Can. car	**9,388**	**9,582**	**21,096**	**373,029**	**398,818**
Total U.S. truck	**33,257**	**32,140**	**71,938**	**1,067,884**	**1,275,091**
Total Can. truck	**6,988**	**7,478**	**15,879**	**246,763**	**257,101**
GENERAL MOTORS	**113,829**	**113,256**	**248,796**	**3,919,819**	**4,474,385**
Can. car	2,400	2,300	5,249	97,539	40,132
Can. trk.	1,400	1,463	3,153	47,342	44,147
CAMI •	**3,800**	**3,852**	**8,402**	**144,881**	**84,279**
DIAMOND-STAR*	**4,186**	**3,483**	**8,432**	**137,837**	**135,819**
Civic	2,100	2,232	4,715	73,413	53,855
Civic (Can.)	1,760	1,937	3,794	92,213	92,939
Accord	8,060	8,067	17,738	327,051	258,578
Total U.S. car	**10,160**	**10,299**	**22,454**	**466,464**	**352,433**
Total Can. car	**1,760**	**1,937**	**3,794**	**92,213**	**92,939**
HONDA	**11,920**	**12,236**	**26,248**	**492,677**	**486,372**
HYUNDAI Sonata (Can.)	**1,885**	**721**	**1,923**	**23,706**	**22,439**
MAZDA*	**3,988**	**3,971**	**8,757**	**146,284**	**101,344**
U.S. trk.	1,695	0	2,031	56,426	64,348
Can. trk.	165	0	165	5,916	7,852
MAVISTAR	**1,860**	**0**	**2,196**	**62,342**	**72,200**
Sentra	2,930	2,781	6,383	117,846	84,031
Pickup (trk.)	2,842	2,744	6,244	118,303	126,273
NISSAN	**5,772**	**5,525**	**12,627**	**236,151**	**210,304**
Geo Prizm	1,650	1,950	4,190	80,427	91,104
Toyota Corolla	2,400	2,500	5,385	92,639	92,216
Toyota Hilux (trk.)	150	159	341	1,235	0
NUMMI	**4,400**	**4,609**	**9,916**	**174,302**	**183,320**
Legacy	1,271	1,245	2,700	50,893	28,754
Pickup (trk.)	552	514	1,177	23,477	0
Rodeo (trk.)	1,103	991	2,241	27,186	0
Total U.S. car	**1,271**	**1,245**	**2,700**	**50,893**	**28,754**
Total U.S. trk.	**1,655**	**1,445**	**3,418**	**50,663**	**31,222**
SUBARU-ISUZU	**2,926**	**2,690**	**6,212**	**101,556**	**59,976**
Camry	5,000	4,090	10,961	165,511	196,576
Corolla (Can.)	1,500	1,520	3,322	59,100	54,233
TOYOTA	**6,529**	**5,610**	**13,383**	**224,611**	**250,809**
VOLVO 740, 940 (Can.)	120	100	300	6,861	7,145
AM GENERAL (trk.)	375	375	825	10,215	10,980
MISCELLANEOUS (trk.)**	**2,500**	**2,000**	**5,500**	**129,820**	**129,900**
Total U.S. car	**137,000**	**123,107**	**285,361**	**4,016,710**	**5,557,992**
Total Canada car	**20,007**	**18,300**	**41,205**	**981,848**	**964,023**
Total U.S.-Canada Car	**157,007**	**139,418**	**326,646**	**5,798,558**	**6,522,015**
Total U.S. truck	**74,952**	**81,198**	**174,527**	**3,000,480**	**3,010,675**
Total Canada truck	**16,603**	**20,484**	**41,224**	**737,227**	**772,330**
Total U.S.-Canada truck	**91,045**	**101,682**	**215,751**	**3,017,717**	**4,290,405**
TOTAL U.S.	**211,952**	**204,275**	**459,888**	**7,000,199**	**9,076,667**
TOTAL CANADA	**37,590**	**38,683**	**82,580**	**1,000,075**	**1,736,353**
TOTAL U.S.-CANADA CAR & TRUCK	**249,452**	**201,870**	**542,307**	**8,000,274**	**10,812,420**

•Estimate †1990 totals reflect LeSabre (rest) ††1990 totals reflect Olds. 88 (rest)

*CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz. May contain error of one or two units due to rounding.

Big 3 idle 13 plants this week

ANNE E. WRIGHT
Chief Statistician

Eleven Big 3 assembly plants in the United States and two in Canada are closed this week as manufacturers battle slow sales and high inventories. It is the highest number of plants idled due to poor sales since the week ended March 11, when 21 plants were down.

Ford Motor Co. tops the list with eight plants down this week. Car plants down for one week are Atlanta and Kansas City, Mo. The Wayne, Mich., and the Lorain, Ohio, car facilities will be down for two weeks. Downtime at the Dearborn, Mich., car facility was extended one week.

Ford's truck plants closed for one week are the Norfolk, Va.; Michigan Truck (Wayne); and the Kentucky Truck (Louisville) plants. The Lorain, Ohio, truck facility has been reduced to one shift this week because of a shortage of materials.

The company's Wixom, Mich., plant was closed last Tuesday following the discovery of a faulty component for the Lincoln Town Car. Production will resume when the problem is rectified.

Chrysler Corp. has idled four plants this week. The Sterling Heights, Mich., car plant and the Toledo, Ohio, and the Windsor, Ontario (Pillette Road), truck facilities will be down for two weeks. The Bramalea, Ontario, car facility is scheduled for its fifth consecutive week of downtime.

General Motors announced that the Detroit truck plant will be idle for two weeks. Production is scheduled to resume Dec. 2. The Janesville, Wis., truck plant will build no medium-duty chassis for two weeks, but output of other models will continue.

Last week's estimated U.S. car production increased 11.3 percent over the prior week and 34.8 percent over the year-ago week.

Canadian automakers' scheduled assembly was up 27.6 percent over the prior week but was down 7.0 percent from 1990.

So far this year, U.S. auto manufacturers trail their 1990 tally by 13.3 percent. Canadian auto production is off 0.2 percent.

Truck production in the United States last week was down 7.7 percent from the prior week and up 25.05 percent over the same week one year ago.

Canadian truckmakers' last week planned assembly of 18.6 percent fewer units than the prior week but 3.1 percent more than the year-ago week.

Chrysler Corp. has extended the daily overtime at the St. Louis (No. 2) minivan plant for an additional week.

Nissan Motor Manufacturing Corp. U.S.A.'s Smyrna, Tenn., plant scheduled daily overtime last week.

Toyota Motor Manufacturing Inc. U.S.A. scheduled Saturday overtime at the Georgetown, Ky., plant.